

CONTRACT

WBAY
115 S. Jefferson Street
Green Bay, WI 54301
(920) 432-3331

And:

Strategic Media Services
1911 North Fort Myer Drive
Suite 400
Arlington, VA 22209
USA

Contract / Revision 952576 /		Alt Order # 08413584
Product GALLAGHER FOR WISC		
Contract Dates 10/12/16 - 10/18/16		Estimate # 2101
Advertiser POL/Gallagher for Wisconsin		Original Date / Revision 10/11/16 / 10/11/16
Billing Cycle EOM/EOC	Billing Calendar Broadcast	Cash/Trade Cash
Property WBAY	Account Executive HRP Philadelphia	Sales Office HRP/Philadelph
Special Handling		
Demographic Adults 35+		
Agg Code 9912521	Advertiser Code 94	Product 1/2 121
Agency Ref IN13871/SP2622/AL11		Advertiser Ref

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	PCode	Rtn	Type	Spots	Amount
N 1	WBAY	10/14/16	10/14/16	Action 2 News 10pm	10-1035p		:30			P3		NM	1	\$525.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/10/16	10/16/16	----1--				1	\$525.00					
N 2	WBAY	10/14/16	10/14/16	Jimmy Kimmel	1035-1136p		:30			P2		NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/10/16	10/16/16	----1--				1	\$200.00					
N 3	WBAY	10/14/16	10/14/16	Action 2 News 12n	12-1230p		:30			P2		NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/10/16	10/16/16	----1--				1	\$225.00					
N 4	WBAY	10/14/16	10/14/16	Dr Phil	3-4p		:30			P2		NM	1	\$180.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/10/16	10/16/16	----1--				1	\$180.00					
N 5	WBAY	10/14/16	10/14/16	Action 2 News 4pm	4-430p		:30			P2		NM	1	\$295.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/10/16	10/16/16	----1--				1	\$295.00					
N 6	WBAY	10/14/16	10/14/16	Inside Edition	430-5p		:30			P3		NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/10/16	10/16/16	----1--				1	\$175.00					
N 7	WBAY	10/14/16	10/14/16	Action 2 News 5pm	5-530p		:30			P2		NM	1	\$685.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/10/16	10/16/16	----1--				1	\$685.00					
N 8	WBAY	10/14/16	10/14/16	Action 2 News 6pm	6-630p		:30			P2		NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/10/16	10/16/16	----1--				1	\$750.00					
N 9	WBAY	10/14/16	10/14/16	Action 2 News 6am	6-7a		:30			P3		NM	2	\$570.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/10/16	10/16/16	----2--				2	\$285.00					
N 10	WBAY	10/14/16	10/14/16	GMA 7a	7-8a		:30			P1		NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/10/16	10/16/16	----2--				2	\$500.00					

(* Line Transactions: N = New, E = Edited, D = Deleted)

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LIN Television Corporation does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Any advertiser certifies that it is not buying broadcasting air time on LIN Television Corporation stations for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



WBAY
115 S. Jefferson Street
Green Bay, WI 54301
(920) 432-3331

<u>Contract / Revision</u>	<u>Alt Order #</u>
952576 /	08413584

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
10/12/16 - 10/18/16	GALLAGHER FOR WIS	2101

<u>Advertiser</u>	<u>Original Date / Revision</u>
POL/Gallagher for Wisco	10/11/16 / 10/11/16

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	PCode	Rtn	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>			<u>Type</u>		
	1	WBAY	10/10/16-10/16/16	GMA 7a	7-8a	-----F----	:30		\$500.00			NM		
	See MG 44.3,44.4,44.5,44.6,44.7,44.8,44.9,44.10													
	2	WBAY	10/10/16-10/16/16	GMA 7a	7-8a	-----F----	:30		\$500.00			NM		
	See MG 44.3,44.4,44.5,44.6,44.7,44.8,44.9,44.10													
N 11	WBAY	10/14/16	10/14/16	GMA 8a	8-9a		:30			P1		NM	2	\$840.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/10/16	10/16/16	----2--				2	\$420.00					
N 12	WBAY	10/14/16	10/14/16	20/20	9-10p		:30			P2		NM	1	\$1,065.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/10/16	10/16/16	----1--				1	\$1,065.00					
N 13	WBAY	10/17/16	10/17/16	Action 2 News 10pm	10-1035p		:30			P3		NM	1	\$525.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/17/16	10/23/16	1-----				1	\$525.00					
N 14	WBAY	10/17/16	10/17/16	Jimmy Kimmel	1035-1136p		:30			P2		NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/17/16	10/23/16	1-----				1	\$200.00					
N 15	WBAY	10/17/16	10/17/16	Action 2 News 12n	12-1230p		:30			P2		NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/17/16	10/23/16	1-----				1	\$225.00					
N 16	WBAY	10/17/16	10/17/16	Dr Phil	3-4p		:30			P2		NM	1	\$180.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/17/16	10/23/16	1-----				1	\$180.00					
N 17	WBAY	10/17/16	10/17/16	Action 2 News 4pm	4-430p		:30			P2		NM	1	\$295.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/17/16	10/23/16	1-----				1	\$295.00					
N 18	WBAY	10/17/16	10/17/16	Inside Edition	430-5p		:30			P3		NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/17/16	10/23/16	1-----				1	\$175.00					
N 19	WBAY	10/17/16	10/17/16	Action 2 News 5pm	5-530p		:30			P2		NM	1	\$685.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/17/16	10/23/16	1-----				1	\$685.00					
N 20	WBAY	10/17/16	10/17/16	Action 2 News 6pm	6-630p		:30			P2		NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/17/16	10/23/16	1-----				1	\$750.00					
N 21	WBAY	10/17/16	10/17/16	Action 2 News 6am	6-7a		:30			P3		NM	2	\$570.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/17/16	10/23/16	2-----				2	\$285.00					
N 22	WBAY	10/17/16	10/17/16	GMA 7a	7-8a		:30			P1		NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/17/16	10/23/16	2-----				2	\$500.00					
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>			<u>Type</u>		
	1	WBAY	10/17/16-10/23/16	GMA 7a	7-8a	M-----	:30		\$500.00			NM		
	See MG 44.3,44.4,44.5,44.6,44.7,44.8,44.9,44.10													
N 23	WBAY	10/17/16	10/17/16	DWTS	7-9p		:30			P3		NM	1	\$1,040.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/17/16	10/23/16	1-----				1	\$1,040.00					
N 24	WBAY	10/17/16	10/17/16	GMA 8a	8-9a		:30			P1		NM	2	\$840.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					

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10/12/16 - 10/18/16	GALLAGHER FOR WISCO	2101

<u>Advertiser</u>	<u>Original Date / Revision</u>
POL/Gallagher for Wisco	10/11/16 / 10/11/16

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	PCode	Rtn	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/17/16	10/23/16	2-----				2	\$420.00					
N 25	WBAY	10/15/16	10/15/16	Action 2 News Sat 6p	6-630p		:30			P2		NM	1	\$510.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/10/16	10/16/16	-----1-				1	\$510.00					
N 26	WBAY	10/15/16	10/15/16	Action 2 News Sat 6a	6-7a		:30			P3		NM	2	\$280.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/10/16	10/16/16	-----2-				2	\$140.00					
N 27	WBAY	10/15/16	10/15/16	GMA Sa	7-8a		:30			P2		NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/10/16	10/16/16	-----2-				2	\$500.00					
N 28	WBAY	10/15/16	10/15/16	Action 2 News Sat 8a	8-9a		:30			P3		NM	2	\$410.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/10/16	10/16/16	-----2-				2	\$205.00					
N 29	WBAY	10/16/16	10/16/16	Action 2 News Sun 10	10-1035p		:30			P3		NM	1	\$490.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/10/16	10/16/16	-----1				1	\$490.00					
N 30	WBAY	10/16/16	10/16/16	Action 2 News Sun 53	530-6p		:30			P2		NM	1	\$440.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/10/16	10/16/16	-----1				1	\$440.00					
N 31	WBAY	10/16/16	10/16/16	Action 2 News Sun 6a	6-7a		:30			P3		NM	2	\$270.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/10/16	10/16/16	-----2				2	\$135.00					
N 32	WBAY	10/16/16	10/16/16	GMA Su	7-8a		:30			P3		NM	2	\$560.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/10/16	10/16/16	-----2				2	\$280.00					
N 33	WBAY	10/16/16	10/16/16	Action 2 News Sun 8a	8-9a		:30			P3		NM	2	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/10/16	10/16/16	-----2				2	\$175.00					
N 34	WBAY	10/16/16	10/16/16	This Week	9-10a		:30			P3		NM	1	\$180.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/10/16	10/16/16	-----2				2	\$180.00					
		<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Type</u>				
		2	WBAY	10/10/16-10/16/16	This Week	9-10a	-----Su	:30	\$180.00	NM				
		See MG 44.3,44.4,44.5,44.6,44.7,44.8,44.9,44.10												
N 35	WBAY	10/13/16	10/13/16	Action 2 News 10pm	10-1035p		:30			P3		NM	1	\$525.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/10/16	10/16/16	---1---				1	\$525.00					
N 36	WBAY	10/13/16	10/13/16	Jimmy Kimmel	1035-1136p		:30			P2		NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/10/16	10/16/16	---1---				1	\$200.00					
N 37	WBAY	10/13/16	10/13/16	Action 2 News 12n	12-1230p		:30			P2		NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/10/16	10/16/16	---1---				1	\$225.00					
N 38	WBAY	10/13/16	10/13/16	Dr Phil	3-4p		:30			P2		NM	1	\$180.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/10/16	10/16/16	---1---				1	\$180.00					
N 39	WBAY	10/13/16	10/13/16	Action 2 News 4pm	4-430p		:30			P2		NM	1	\$295.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					

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10/12/16 - 10/18/16	GALLAGHER FOR WISCO	2101

<u>Advertiser</u>	<u>Original Date / Revision</u>
POL/Gallagher for Wisco	10/11/16 / 10/11/16

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Week:		10/10/16	10/16/16	---1---				1	\$295.00					
N 40	WBAY	10/13/16	10/13/16	Inside Edition	430-5p		:30			P3		NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/10/16	10/16/16	---1---				1	\$175.00					
N 41	WBAY	10/13/16	10/13/16	Action 2 News 5pm	5-530p		:30			P2		NM	1	\$685.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/10/16	10/16/16	---1---				1	\$685.00					
N 42	WBAY	10/13/16	10/13/16	Action 2 News 6pm	6-630p		:30			P2		NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/10/16	10/16/16	---1---				1	\$750.00					
N 43	WBAY	10/13/16	10/13/16	Action 2 News 6am	6-7a		:30			P3		NM	2	\$570.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/10/16	10/16/16	---2---				2	\$285.00					
N 44	WBAY	10/13/16	10/13/16	GMA 7a	7-8a		:30			P1		NM	8	\$3,180.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/10/16	10/16/16	---2---				2	\$500.00					
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>			<u>Type</u>		
	1	WBAY	10/10/16-10/16/16	GMA 7a	7-8a	----Th-----	:30		\$500.00			NM		
	See MG 44.3,44.4,44.5,44.6,44.7,44.8,44.9,44.10													
	2	WBAY	10/10/16-10/16/16	GMA 7a	7-8a	----Th-----	:30		\$500.00			NM		
	See MG 44.3,44.4,44.5,44.6,44.7,44.8,44.9,44.10													
	3	WBAY	10/14/16-10/14/16	20/20	9-10p	-----F----	:30		\$1,065.00			NM		
	Ⓜ	MG for 69.1,10.1,22.1,34.2,44.2,10.2,44.1												
	4	WBAY	10/15/16-10/15/16	ABC College Ftbl Game 2	ABC College Ftbl	-----Sa--	:30		\$325.00			NM		
	Ⓜ	MG for 69.1,10.1,22.1,34.2,44.2,10.2,44.1												
	5	WBAY	10/15/16-10/15/16	In Depth	630-7p	-----Sa--	:30		\$130.00			NM		
	Ⓜ	MG for 69.1,10.1,22.1,34.2,44.2,10.2,44.1												
	6	WBAY	10/17/16-10/18/16	Nightline	1137p-1207a	MTu-----	:30		\$35.00			NM		
	Ⓜ	MG for 69.1,10.1,22.1,34.2,44.2,10.2,44.1												
	7	WBAY	10/17/16-10/17/16	DWTS	7-9p	M-----	:30		\$1,040.00			NM		
	Ⓜ	MG for 69.1,10.1,22.1,34.2,44.2,10.2,44.1												
	8	WBAY	10/17/16-10/18/16	Action 2 News 5am	5-530a	MTu-----	:30		\$215.00			NM		
	Ⓜ	MG for 69.1,10.1,22.1,34.2,44.2,10.2,44.1												
	9	WBAY	10/15/16-10/15/16	Sa Action 2 News Late run	Sa Action 2 News	-----Sa--	:30		\$345.00			NM		
	Ⓜ	MG for 69.1,10.1,22.1,34.2,44.2,10.2,44.1												
	10	WBAY	10/17/16-10/18/16	America This Morning	4-430a	MTu-----	:30		\$25.00			NM		
	Ⓜ	MG for 69.1,10.1,22.1,34.2,44.2,10.2,44.1												
N 45	WBAY	10/13/16	10/13/16	GMA 8a	8-9a		:30			P1		NM	2	\$840.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/10/16	10/16/16	---2---				2	\$420.00					
N 46	WBAY	10/18/16	10/18/16	Action 2 News 10pm	10-1035p		:30			P3		NM	1	\$525.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/17/16	10/23/16	-1-----				1	\$525.00					
N 47	WBAY	10/18/16	10/18/16	Jimmy Kimmel	1035-1136p		:30			P2		NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/17/16	10/23/16	-1-----				1	\$200.00					
N 48	WBAY	10/18/16	10/18/16	Action 2 News 12n	12-1230p		:30			P2		NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/17/16	10/23/16	-1-----				1	\$225.00					

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WBAY
115 S. Jefferson Street
Green Bay, WI 54301
(920) 432-3331

<u>Contract / Revision</u> 952576 /		<u>Alt Order #</u> 08413584
<u>Contract Dates</u> 10/12/16 - 10/18/16	<u>Product</u> GALLAGHER FOR WISCO	<u>Estimate #</u> 2101
<u>Advertiser</u> POL/Gallagher for Wisco		<u>Original Date / Revision</u> 10/11/16 / 10/11/16

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	PCode	Rtn	Type	Spots	Amount
N 49	WBAY	10/18/16	10/18/16	Dr Phil	3-4p		:30			P2		NM	1	\$180.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/17/16	10/23/16	-1-----				1	\$180.00					
N 50	WBAY	10/18/16	10/18/16	Action 2 News 4pm	4-430p		:30			P2		NM	1	\$295.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/17/16	10/23/16	-1-----				1	\$295.00					
N 51	WBAY	10/18/16	10/18/16	Inside Edition	430-5p		:30			P3		NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/17/16	10/23/16	-1-----				1	\$175.00					
N 52	WBAY	10/18/16	10/18/16	Action 2 News 5pm	5-530p		:30			P2		NM	1	\$685.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/17/16	10/23/16	-1-----				1	\$685.00					
N 53	WBAY	10/18/16	10/18/16	Action 2 News 6pm	6-630p		:30			P2		NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/17/16	10/23/16	-1-----				1	\$750.00					
N 54	WBAY	10/18/16	10/18/16	Action 2 News 6am	6-7a		:30			P3		NM	2	\$570.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/17/16	10/23/16	-2-----				2	\$285.00					
N 55	WBAY	10/18/16	10/18/16	GMA 7a	7-8a		:30			P1		NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/17/16	10/23/16	-2-----				2	\$500.00					
N 56	WBAY	10/18/16	10/18/16	GMA 8a	8-9a		:30			P1		NM	2	\$840.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/17/16	10/23/16	-2-----				2	\$420.00					
N 57	WBAY	10/12/16	10/12/16	Action 2 News 10pm	10-1035p		:30			P3		NM	1	\$525.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/10/16	10/16/16	--1----				1	\$525.00					
N 58	WBAY	10/12/16	10/12/16	Jimmy Kimmel	1035-1136p		:30			P2		NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/10/16	10/16/16	--1----				1	\$200.00					
N 59	WBAY	10/12/16	10/12/16	Action 2 News 12n	12-1230p		:30			P2		NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/10/16	10/16/16	--1----				1	\$225.00					
N 60	WBAY	10/12/16	10/12/16	Dr Phil	3-4p		:30			P2		NM	1	\$180.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/10/16	10/16/16	--1----				1	\$180.00					
N 61	WBAY	10/12/16	10/12/16	Action 2 News 4pm	4-430p		:30			P2		NM	1	\$295.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/10/16	10/16/16	--1----				1	\$295.00					
N 62	WBAY	10/12/16	10/12/16	Inside Edition	430-5p		:30			P3		NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/10/16	10/16/16	--1----				1	\$175.00					
N 63	WBAY	10/12/16	10/12/16	Action 2 News 5pm	5-530p		:30			P2		NM	1	\$685.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/10/16	10/16/16	--1----				1	\$685.00					
N 64	WBAY	10/12/16	10/12/16	Action 2 News 6pm	6-630p		:30			P2		NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/10/16	10/16/16	--1----				1	\$750.00					
N 65	WBAY	10/13/16	10/14/16	Action 2 News 6am	6-7a		:30			P3		NM	1	\$285.00

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WBAY
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<u>Contract / Revision</u>	<u>Alt Order #</u>
952576 /	08413584

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
10/12/16 - 10/18/16	GALLAGHER FOR WISCO	2101

<u>Advertiser</u>	<u>Original Date / Revision</u>
POL/Gallagher for Wisconsin	10/11/16 / 10/11/16

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	PCode	Rtn	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/10/16	10/16/16	---TF--				1	\$285.00					
D 66	WBAY	10/12/16	10/12/16	GMA 7a	7-8a		:30			P1		NM	0	\$0.00
N 67	WBAY	10/13/16	10/14/16	GMA 8a	8-9a		:30			P1		NM	1	\$420.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/10/16	10/16/16	---TF--				1	\$420.00					
N 68	WBAY	10/17/16	10/17/16	Action 2 News 6am	6-7a		:30			P3		NM	1	\$285.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/17/16	10/23/16	M-----				1	\$285.00					
N 69	WBAY	10/17/16	10/17/16	GMA 7a	7-8a		:30			P1		NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/17/16	10/23/16	M-----				1	\$500.00					
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>			<u>Type</u>		
	1	WBAY	10/17/16-10/23/16	GMA 7a	7-8a	M-----	:30		\$500.00			NM		
	See MG 44.3,44.4,44.5,44.6,44.7,44.8,44.9,44.10													
N 70	WBAY	10/17/16	10/17/16	GMA 8a	8-9a		:30			P1		NM	1	\$420.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		10/17/16	10/23/16	M-----				1	\$420.00					
Totals									0.00				89	\$33,500.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
09/26/16 - 10/18/16	89	\$33,500.00	(\$5,025.00)	\$28,475.00
Totals	89	\$33,500.00	(\$5,025.00)	\$28,475.00

Signature: _____ Date: _____

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